

Global Telecommunications Company Measures Effectiveness of Shingley Associates Process

Challenge

A global telecommunications company recognized the need to increase effectiveness in its business development and proposal development efforts. The company experienced:

- Disconnects between the sales team and the proposal development efforts
- Gaps in the business development process
- Inefficiencies in proposal development

Solution

The client took an interesting approach by implementing Shingley's business development and proposal development processes with only one operating unit in order to test the value. Shingley trained and coached managers, account executives, business developers, and the proposal development staff on its proven processes. The client measured the results based on two key metrics in a side-by-side comparison with a similar operating unit.

Results

The client experienced a measurable impact on win rate and percent of contract value with the operating unit that incorporated Shingley's proven approach:

Measurement Metrics	Operating Unit #1 (With Shingley Process)	Operating Unit #2 (Without Shingley Process)
Win Rate (percent of contracts won)	67%	51%
Percent of Contract Value	80%	33%

Clients who embrace Shingley's business development and proposal development processes experience ongoing improvement in effectiveness and efficiency.

The side-by-side comparison was enough to convince the client that Shingley's proven approach does increase effectiveness and produce better results. After seeing the results, the client incorporated the processes with other operating units.



For more information on how Shingley Associates can partner with you to significantly increase your organization's ability to win business, please call 888-772-9467 or visit www.shingleywins.com.

Shingley | Wins

Shibley clients value our blended services model that provides industry-best consultants, trainers, and business development tools. Since 1972, Shibley has supported large and small companies in securing billions of dollars of Government and commercial contracts.

Consulting

Providing proven personnel and best practices to help clients succeed.

- Winning strategic, competitive bids to Government or business customers
- Establishing long-term customer relationships through market positioning or capture planning
- Evaluating the necessary infrastructure and processes necessary to compete on complex bids
- Augmenting proposal teams to provide “just in time” resources needed to produce a competitive proposal
- Managing a complete turnkey proposal effort
- Supporting program management and execution

Training

Offering a blend of learning solutions that help clients build internal capability and competence.

- Writing Federal Proposals
- Managing Federal Proposals
- Capturing Federal Business
- Winning with Past Performance
- Winning through Task Orders
- Managing Winning Reviews
- Winning in the Cost Volume
- Foundations of Proposal Development (online)
- Understanding the Business Development Lifecycle
- Winning Sales Proposals (Business to Business)
- Winning Executive Summaries
- Price to Win
- Winning Sales Communication
- Positioning to Win (Sales Training)
- Custom course development – classroom and online
- Shibley University

Tools and Products

Publishing a number of award-winning books, tools, and templates that help clients win business.

- Shibley Proposal Guide
- Capture Planning Template
- Proposal Management Plan Template
- Proposal Development Worksheet
- 7-Phase Business Development Lifecycle – chart and description
- Executive Summary Planner
- Bidder Comparison Matrix
- Color Team Review Tools
- Compliance Matrix Template

Learn how Shibley can help you improve your business development effectiveness and success through a proven model of applying best practices. Call us or visit us at www.shibleywins.com.